



Quality Currents

Newsletter of Harrisburg Section 503

Serving the Quality Profession Since 1953

June 2010

Executive Committee 2009-2010

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www.asq-harrisburg.org

Section Officers can be e-mailed

Chair's Message:

Dear Friends and Members,

I am freshly returned from being a 1st timer attendee at the **2010 ASQ World Conference**, held in St. Louis MO where there were 4-embedded conferences in one, and topical tracks to delight anyone in any quality-related specialty. I am supercharged! The conference was great and I highly recommend it as one the best that ASQ conducts –the Keynote addresses were absolutely fantastic, as we heard from the like of the Chairmen of Ford Motors, Travelocity, the Geek Squad and others. (Please see my “Report from the World Conference” later in the newsletter.) The added benefit of a “Member-Leaders” day of presentations on Saturday was also very educational, and I will share all the new insights with our Executive Team, at our next meeting.

As our Governance Year comes to a close, the Executive Committee wants to thank you for continued support of the Local Section and attendance at our educational dinner meetings and tours. The Exec committee will be conducting a transitions meeting in June for the purpose of turnover of duties and responsibilities to the newly elected Officers and to plan out our goals and objectives for FY-11.

Our May 12th meeting had excellent attendance of nearly 55 members and guests/visitors; and, we feasted on an excellent buffet from the Eden Resort Inn in Lancaster, PA. Extra handouts from the April meeting on ASQ Future Studies were available for all in attendance. Two awards were presented in May, one to our outgoing Section Treasurer, Jim Pasquali, who was given a Certificate of Lifetime Membership to the Section, and a gift card; additionally, your very own Programs Chair, Fred Hammond, was presented with the Member-Leader Excellence Award for his continued efforts and dedication to producing great educational programs for our dinner meetings.

The May meeting presenter was none other than our own Senior ASQ Section member Andy Rogish, from BAE systems

COMMITTEES

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Newsletter	Dave Fisher	717-986-5501	Chief Proctor	Susan Backs	717-378-6266
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Placement	Brian Krady	717-290-8000	Webmaster	Steve Cronkrite	717-852-1806
Education	John Sharp	717-986-7692			

where he is a Lean 6-Sigma Specialist and certified 6-Sigma Black Belt. Andy's topic on his lifelong Lean experiences was quite interesting, and filled with humor and knowledge – the title of the talk was: “**From Aircraft to Azaleas – Lean Lessons Learned,**” and Andy conveyed how lean principles in quality could be used to enhance the operations of growers, as well as the makers of any manufactured item.

Thank you.

Greg Gurican, Chair ASQ Section 503

Local, Harrisburg Section 503 News/Info:

*****NOTICE*****

NO JUNE DINNER MEETING. Have a great summer! And...see you in September!!

Check out the beginnings of our meeting schedule for the coming year—posted on the last page—to see what the current plans are for our September and October meetings. If you have a recommendation for a topic for an upcoming meeting and can suggest a presenter, please pass the information on to our current program chair: Fred Hammond (fhammond@ptd.net)

• MEET THE NEW CO-CHAIR, CHAIR ELECT, Scott Crandall

Scott currently holds the position of Director of Quality and Advanced Technology at McClarin Plastics, a large, nationally recognized plastics molding company. A life-long learner, Scott has earned an MBA with a concentration in Strategy and Management from Western Governors University, a BS in Business Management from Western Governors University, a BS in Mechanical Engineering from the State University of New York and a Journeyman Tool and Die-Maker certificate from General Electric. His career has been spent in Engineering, Technology and Quality in the manufacturing business segment. Thirty- Two years in plastics contract molding has enabled Scott to work on multiple diverse projects demonstrating and implementing quick, effective quality-based technological solutions. Scott is a trained Six Sigma Black Belt—anticipating ASQ certification in 2010. Scott has had the unique opportunity to successfully conduct business in Brazil, Ireland, Germany and Spain. He has managed projects for the Railroad Mass Transit, Aircraft and Wind Power industries, all of which require numerous tests and inspections to certify product. Scott is a member of the South Central Pennsylvania Advanced Manufacturing Consortium, a team that selects and implements training programs for manufacturing companies in

South Central Pennsylvania utilizing State and Federal funding. He is also a Senior Member of the Society of Plastics Engineers and has presented several Technical papers at their National conferences. As a veteran of the US Navy, Scott values responsibility and commitment.

**• REPORT FROM THE WORLD CONFERENCE
MAY 22-26, 2010
BY: G. M. Gurican, Chair, Section 503**

My Fellow Members,

This was my first ASQ World Conference in the nearly ten years that I have been a member of Section 503, or any ASQ conference for that matter, and I must say that I was extremely impressed. First, there were four (4) embedded conferences wrapped into one event, including: 1.) The World Conference on Quality & Improvement; 2.) The Institute for Continual Quality Improvement; 3.) The Institute for Software Excellence; and 4.) The Quality in Sustainability Conference – with topical tracks which could meet the needs of a wide variety of members both nationally and internationally. While the sessions which I attended personally were from Conferences 1 & 2 above and involved Healthcare topics and Quality tools, what was most impressive was the high caliber of Keynote Speakers. Let me relate to you two of four presentations, which if you were there would have blown you away!

First up, was Ford's “Comeback Kid” Mr. Alan Mulally, President and CEO of Ford Motor Company, who spoke openly and candidly about how his 37 years of quality experience at Boeing Aircraft company helped him at Ford. Mr. Mulally a disciple of Jurand, Drucker and Deming for many years and student of the Toyota Production System applied his “lessons learned” which enabled Ford to start making some of the highest quality passenger vehicles even produced in America affordably and profitably. He applied the “Stop-light” color coding charts long used in heavily regulated industries for reporting within the corporation, as well as Lean 6-Sigma principles. He was also very proud of the fact that Ford did not have to rely upon any Taxpayer dollars in the form of support or bailout, and the audience was very appreciative of that fact, as well. Now Ford's past success in its truck line has resulted in similar success in passenger vehicles including hybrids which far exceed the mileage and capabilities of its competitor's products. Alan's key to success is that all stakeholders know the business plan, and that communications is such that everyone knows it by way of using every form of media available across the enterprise. Alan is convinced that while Toyota lost their way by growing too fast, that they will make a U-turn and become a better company for it, as well as strengthen the entire industry. For more insights into the “Mind of Mulally” read the **FORTUNE** article published May 25, 2009. The Ford Mission is: “One Team, One Plan, and One Goal” to attain the original Vision of Ford: “To Open the Highways of America to ALL Americans,” making the automobile affordable to everyone.

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Another Keynote Address was from Sister Mary Jean Ryan, FSM the Chair and CEO of SSM Health Care, which was the first H/C system recipient in the nation of the Malcolm Baldrige National Quality Award for performance excellence and quality achievement in healthcare. A Franciscan Sister of Mary for more than 40 years Sr. Mary Jean Ryan related the founding of her order of nuns and discussed SSMHC's 23 year history in its commitment to Continuous Quality Improvement (CQI) leading up to the receipt of the award. The mission of SSMHC is to provide every patient with "Exceptional Care." To achieve the award took the submittal of 5 applications, but Sr. Mary indicated that it was the first that was the most revealing and helpful to their journey as it uncovered many gaps in the kind of care delivery which would eventually become an outstanding exceptional care experience.

THE MEMBER LEADER SESSIONS (Sat. 5/22/2010):

Saturday started with the "Ideas to Action" gathering (ITAG). I estimated that about 500 member leaders gathered to address strategic issues in a structured, but informal way, with everyone in the group focusing its collective energy on two big topics: 1.) Collaboration; 2.) Global Presence, and, 3.) The ASQ Business Strategy as it relates to Innovation - each having a set of questions to spur on the group in thinking about solutions.

Collaboration: The questions –

1. What factors generate success in collaborative activities? And,
2. What barriers currently prevent ASQ member units (Divisions and Sections) from achieving collaborative success?

As you might imagine, several themes emerged. Success comes from:

- Solid and understood goals, teambuilding, mentorship, and active member and leadership participation.
- A sense of urgency that the goal is worth undertaking, with a focus on collaboration with cultural sensitivity and diversity of opinions; and,
- Good marketing for acceptance of the resulting ideas and plans.

It was clearly understood that our ASQ member leaders still have a long way in perfecting these principles. Barriers include lack of transparency and poor communications, both of which can create distrust; and additionally time constraints, understanding roles, and training issues. ASQ has had the tendency to use the top-down leadership models (often called command and control) to implement projects and resulting change. However, our member expectations have changed with technology advancements and a more collaborative effort is needed that builds consensus with operational goals to achieve strategic results.

Global presence: Our Executive Director, Paul Borowski, reminded us of the top three areas of focus for our limited Society resources: Delivery of Education – everywhere and many ways, thus the creation of the ASQ Knowledge Center; Delivery and stewards of knowledge – to make theory and tools available to all, in part through the ASQ Learning Institute (browsable LMS catalog and website); and, expansion to meet the needs of a Global community – to better embrace the world.

ASQ Business Strategy: The questions –

1. If every ASQ stakeholder was living the Vision, what would ASQ look like?
2. What products and services could ASQ offer to support the Vision that would be: a.) user-friendly, b.) practical, c.) high quality, d.) customizable, and e.) innovative?

The answers, of course, were quite varied; however, there seemed to be a central theme – ASQ needs to be involved at the grass roots level in America educational processes to make quality more transparent, more easily accessible with respect to available tools, less expensive for members, and with an expansion of educational methodologies, e.g., consulting services for solutions assistance, an "Annie's List" of professional available, more webinars and on-line tools. Some of the top "innovations" included: "Q-Tube" (an ASQ U-tube); Certified Speakers; a seat at the table in resolving global events/crises (Gulf Oil Spill), an improved Vision statement that is easily remembered and recognizable; and, improved training tools for everyone.

HEALTH/CARE DIVISION (HCD) MEETING (Sun. 5/23/2010)

While I am a member of both the Quality Management Division (with 28-29,000 members), it was a pleasure for me to spend 4-hours attending the HCD meeting (3800 members and growing) on Sunday afternoon. The meeting was lead by Dr. Joe Fortuna, retired, and the current Division Chair.

The goals the HCD are as follows:

- Focus on Patient-Customer systems to improve efficiency and efficacy of Global Healthcare systems;
- Dissemination of information related to applications, research, and innovations in quality theory and practice in healthcare;
- Formation of learning partnerships to advance knowledge of H/C quality and promotion of vigorous education and training programs for all providers; and,
- Support of all members and especially those in allied fields.

Meeting Highlights:

1. Overview of 2009-2010: The Good, The Bad, and The Ugly

- a. The Good
 - i. Launched Process to Develop a HC Quality Manager Certification Exam (John Harrison, Laura Kinney, Rod Munro) with QMD and ASQ HQ support
 - ii. Division was part of ASQ's health Reform Effort
 - 1. Wrote HR White Paper And Comments on Stimulus Regulations
 - 2. Organized the 21st Century HC Caucus Mtg in DC
 - iii. Maintenance of membership numbers
 - iv. Nominated Don Berwick (IHI) for ASQ DSM award
 - v. Executed MOU with QMD for mutual support (Jim Levett)
 - vi. Filled Leadership positions for 2010-2011
 - vii. Kudos (Other than those above)
 - 1. Carla Konzel and Rod Munro: HCD World Conference Booth setup and staffing & organization of multi-divisional reception
- b. The Bad
 - i. Minimal growth in membership
 - ii. Timely communication with members
 - iii. VOC: low survey response rates
 - iv. HCD Conference attendance
 - v. HCD QMP – did not make goals last year
- c. The Ugly: Overall Division Operations and Infrastructure – work is needed on improvement.

2. HCD Goals for 2010-2011

- A. Develop and implement an implementable HCD business plan
- B. Improve the infrastructure of the HCD to improve its value to all of its customers
 - Improve and coordinate member and partner communications

3. Planned HCD Activities for 2010-2011

- a. **Certification** (Kinney/Munro)

CMQ/OE to be modified for HC, new certification. Survey responses support certification. Will do focus groups using third party of job analysis. Then create BoK. Approved by ASQ certification board 5/22/10 to go forward. Target maybe available in 2010.

- b. **QIHC** (Leano)

2011 – back to QIHC with World Qual Conf. Develop conference committee.

Possible Theme – Do no waste

Separate (from WCQI) call for papers by mid-June

- c. **HCD Officers' Retreat** (Fortuna)

Small, many by phone

- d. **HCD Gap Analysis** Rod Munro to conduct gap analysis between the HCD and other sections. Will report to HCD retreat in June.
- e. **HCD QMP**: Janice Tucker will assist HCD QMP Co-Chairs M. Carbonne and Y.Claudio as they develop this important document
- f. **Regional Extension Center Liasion** (Fortuna) Regional extension centers (RECs) to help primary care practices with health IT implementation and achievement of meaningful use of information technology. May be a role for the HCD in working to prepare the RECs for their roles.
- g. **Section/Division Synergies** (Fortuna) Fortuna and Konzel are working with Joni Judd to first survey section chairs in re: how they believe the HCD can assist them and then develop tools and methods to do that. One problem: the HCD does not know who their members are in sections, sections don't know who HCD members are
- h. **HCD Partnerships** (Fortuna) – fortuna is exploring relationships with other health organizations such as the American College of Health Executives (ACHE) and the American College of Physician Executives (ACPE).

• **CAREER COUNSELING for those who may be on a job search**

“So Why Should We Hire You?”

If you are currently in a job search chances are you've been asked that question already. Undoubtedly, it is the most feared interview question, but one of the most common. It pays to be ready to answer it. Helps to understand that the question is an invitation for you to sell yourself. This is a good thing. No one is going to hire you until they have been sold on you. This is your chance to state your value to the prospective employer. The best way to answer this question is to prepare for it like a sales person. There are three steps to selling yourself with confidence.

- 1. Know your product “YOU.”

Every successful salesperson knows their product inside and out. They understand the benefits of each product feature. In like manner, you must be able to articulate your transferable skills. First, take inventory of your skills. Make sure the skills you focus on are in demand for the position you seek. Next, take stock of the times of crisis when you've used those skills to solve problems. Finally, ask yourself what your employer got out of your successes on the job. Did you save time or money, increase revenue, improve service or increase

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productivity? Your success stories carry more weight when you can quantify the results. These success stories make up your selling points.

2. Know the challenges of the position.

Before you can tell them why they should hire you, you must understand their current challenges. After all, you couldn't sell a car unless you knew understood how it was to be used. Until you know what challenges go with the position you won't know which of your selling points to talk about. To learn about their challenges you must ask them.

In the beginning of the interview ask your interviewer, "What challenges do you see as most significant for this position in the first six months?" Take careful note of his/her response. You will learn the "hot button" issues that you must sell you.

3. Match your skills to their challenges.

Here is where you get to sell yourself. Once you understand the critical skills they need for the job you simply share with them your success stories of when you have faced similar problems and how you solved them. Be sure to include the all-important benefit your company received. Start off your value statements with phrases like:

"I found a significant savings opportunity when..."

"My team gained efficiency when I discovered how to..."

"My boss achieved his quarterly objective when I..."

Remember, even if you don't get asked "why should we hire you" it is the underlying question and the point of the whole interview. Job interviews are your chance to sell your skills, talents and expertise. Before your next interview practice good salesmanship and prepare to sell yourself like a pro.

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Article submitted by:  
**Deborah Walker, Certified Career Management Coach**  
Read more career tips and see sample resumes at:  
[www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)

Remember to refer to our Section web site for job postings. From time to time, positions are placed on the site that may not make it into the newsletter. [www.asq-harrisburg.org](http://www.asq-harrisburg.org)

**\*\*\*MEMBER DUES RENEWAL REMINDER\*\*\***  
**In doing an assessment of member dues for Section 503, we note that 5 of our section members show unpaid status as of April and 18 show unpaid status as of May. In July, another 22 will come due. If you have not already done so, remit your dues now so that you stay connected to us. Thanks in advance for remaining a valuable part of the Harrisburg Section "family".**

**Attention Section 503 Members**  
If you have provided ASQ permission to use your email as a means of communicating with you and are reading this newsletter, but **not** receiving monthly email meeting notifications, there is a high probability that your contact information in ASQ's database is incorrect. We continually receive between email "bounce-backs" telling us that the message has failed to reach its destination. If you suspect this fits your case, please contact ASQ to confirm they have correct information for you. We are striving to reach every member, but obviously can only do so if the ASQ database is accurate. Thanks for helping us improve our service to you.

**ASQ News/Info:**

**To Update Your E-mail Address at ASQ:**

- Visit [www.asq.org](http://www.asq.org)
- Enter your member number and password in the "Log In Now" section.
- Select the "Manage My Account" blue box in the upper right-hand corner of the page.
- Update your e-mail address under "Change Contact Information".
- If you need additional help, e-mail ASQ Customer Care at [help@asq.org](mailto:help@asq.org) or call us at 800-248-1946 (United States and Canada only).

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**TRAINING OPPORTUNITIES**



**DBS QUALITY MANAGEMENT INT'L**

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**2010 Training Programs**

| Dates                                                                                      | Course Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Cost/Person                                                                                                                   |
|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <p><b>2 Sessions:</b><br/><b>Sept. 30 &amp; Oct. 1</b><br/><b>November 18 &amp; 19</b></p> | <p><b>2 DAY ISO 9001:2000 Internal Auditor Training w/ 2008 Revision Review</b></p> <p><b>Day 1 – ISO 9001:2000/2008 Training</b></p> <ul style="list-style-type: none"> <li>• Quality system principles and the process model</li> <li>• Examination/interpretation of ISO9001:2000 elements</li> <li>• Review of recently released 2008 standard changes</li> <li>• Continual effectiveness improvement focus</li> </ul> <p><b>Attendees will receive ISO 9001-2000 &amp; 2008 Certificates</b></p> <p><b>Day 2 – Applying the Standard &amp; Auditing Techniques</b></p> <p><b>Audit mechanics:</b></p> <p>The documented quality system audit, Sampling, the Audit Checklist, Conducting the audit,, psychology, Audit management, Non-conformity statements, audit reports, Corrective action follow-up, Skill development through workshops</p> | <p><b>\$525</b></p> <p><b>NOTE:</b> Cost for those who want to attend <b>only the first day</b> of training: <b>\$325</b></p> |
| <p><b>Take Home Review and Self-Examination Package</b></p>                                | <p><b>ISO 9001-2008 Changes -2 Hour Program- Certificate Issued Upon Completion</b></p> <p>This program is designed specifically to address the changes that resulted in the release of the ISO 9001-2008 standard without the need to attend a public off-site training session. <b>Prerequisite: Understanding of ISO 9001-2000</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p><b>\$75</b></p>                                                                                                            |
| <p><b>2 Sessions:</b><br/><b>October 15</b><br/><b>December 3</b></p>                      | <p><b>1 Day AS-9100 Revision “C” 2009 Aerospace Standard</b></p> <p>This course concentrates on the AS-9100 revision “C” – 2009 Aerospace supplements over and above the requirements of the ISO 9001-2008 Standard, and implementation strategies for certification preparation.</p> <p><b>Prerequisite: Understanding of ISO 9001-2000 or 2008 or AS-9100B</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p><b>\$325</b></p>                                                                                                           |

**Principal Instructor:** Michael J. Dougherty, RABQSA/IRCA QMSLA, IAQG, CMDCAS, & AIAG Certified. ISO 9000, QS-9000, AS-9100, ISO 13485 Registrar Lead Auditor.  
**Courses Include:** Training materials & continental breakfast. Lunch is on your own. Courses run 8:30AM - 4:30PM. **Please bring a copy of the appropriate Standard for reference.**  
**Location:** **Best Western Inn At Towamencin, 1750 Sumneytown Pike, Kulpsville, PA 19443. Ph. (215)368-3800.**  
 At Exit #31 (Lansdale) Northeast Extension of the PA Turnpike. Left at light off ramp. Hotel on immediate right. Please reserve your overnight room early if needed.  
**Contact Deidra to register. Phone: (215) 368-6266 Fax: (215) 393-4873 E-mail: deidradoc@aol.com**

## ASQ HARRISBURG 2010-2011 MEETING SCHEDULE

| DATE              | SPEAKER                                   | TOPIC                                                                                             | LOCATION  |
|-------------------|-------------------------------------------|---------------------------------------------------------------------------------------------------|-----------|
| September 8, 2010 | Sally Haldeman                            | Plant Tour - Armstrong Marietta Plant                                                             | Lancaster |
| October 13, 2010  | Dr. Marijka Grey<br>WellSpan - Gettysburg | The Current State of Primary Care and a<br>Vision for How to Reengineer the<br>Healthcare Culture | York      |
| November 10, 2010 |                                           |                                                                                                   |           |
| December 8, 2010  |                                           |                                                                                                   |           |
| January 12, 2011  |                                           |                                                                                                   |           |
| February 9, 2011  |                                           |                                                                                                   |           |
| March 9, 2011     |                                           |                                                                                                   |           |
| April 13, 2011    |                                           |                                                                                                   |           |
| May 11, 2011      |                                           |                                                                                                   |           |
| June 8, 2011      |                                           |                                                                                                   |           |

## ASQ HARRISBURG 2010-2011 OFFICERS

| NAME                     | OFFICE               |
|--------------------------|----------------------|
| Greg Gurican             | Chair                |
| Scott Crandall           | Chair-Elect/Co-Chair |
| John Reibson             | Secretary            |
| Eugene Schwartz          | Treasurer            |
| OPEN                     | Arrangements         |
| Craig Mosher             | Auditing Chair       |
| John Sharp               | Education Chair      |
| Michael Green            | Examining Chair      |
| Steven Cronkrite         | Internet Liaison     |
| Michael Vovakes          | Membership Chair     |
| David Fisher             | Newsletter Editor    |
| Brian Krady              | Placement Chair      |
| Fred Hammond/Bill Gordon | Program Chairs       |
| Dave Little              | Bylaws               |